

# Commerce

Kazan (Volga Region) Federal University

Degree or qualification is awarded: **Bachelor**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **4 years**

Availability of free education: **no**

Price: **142 500 RUB per year**

Programme webpage at the university website:

<https://kpfu.ru/eng/academic-units/economics/institute-of-management-economics-and-finance>

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## Training conditions

Classes include lectures and practical (seminar) classes. The lectures are given by lecturers who are professionals in the field of discipline, all lecturers have academic degrees and academic title, as well as have practical experience. The lectures are accompanied by demonstration materials (lectures, presentations), all lecture halls equipped with projectors and computers. All lecture halls and classrooms for practical training comply with applicable health and fire regulations.

The learning process implies the existence of mandatory courses and elective courses. The choice of discipline is carried out on the basis of the conducted in groups of questionnaires of students, where they choose a particular discipline prescribed curriculum. The choice of the subject is made by a large number of votes. In each discipline developed educational-methodical complex, which includes (a program of discipline, lecture notes, questions for current control, the list of questions at the exam/exam, a list of obligatory and additional literature, practical tasks, tasks to perform independent work).

Each discipline has information and library provision specified in electronic and conventional library catalogs of K(P)FU. Extracurricular work of students is accompanied by a methodological support and justification of the time spent on its execution. Actively used periodicals on the profile of training. In the learning process actively use videos, computer programs. Practical and laboratory classes are held in an interactive form (workshops, master classes by leading experts, case studies and assignments provided by the enterprises, business games).

In addition, students are offered the opportunity to deepen their knowledge in the field of marketing and training at the summer school (training in the summer school is not mandatory in the curriculum).

The learning process includes mandatory training in 2<sup>nd</sup> and 3<sup>rd</sup> courses – manufacturing practice, 4th year – pre-diploma.

Manufacturing practices of 2<sup>nd</sup> and 3<sup>rd</sup> courses involve the performance to students of mandatory program in the amount of 54 hours at the internship (base practice is an enterprise of any form of ownership where there is a Department or a marketing Department with which is concluded the contract). The aim is to consolidate the theoretical material in real conditions and the acquisition of practical competencies, skills and abilities in professional activities.

Pre-diploma practice provides the student the conditions for the writing and support of their thesis project.

During the studies the student will have the right to be trained abroad, in those universities which have academic cooperation agreement. According to the decision of the Department and of the Scientific Council, the student may be recommended for study abroad in the framework of the semester or such other period specified in a contractual relationship.

After training and receiving the Bachelor's Degree, graduates can work on a specialty, or to appear in a Master's Degree and continue their education.

For the organization of student's leisure and creation of conditions for development of creative and sporting potential in the University students can take part in music, dance ensembles, Club of the Funny and Inventive, sports clubs, sports camps, have a rest in sanatoriums

### **The area of professional activity**

**Offices, departments: business, marketing, trade advertising, trade logistics, commodity research and examination of goods, logistics and distribution, trading and brokering.**

Structures in which graduates are entrepreneurs, creating and developing their own business.

### **The most important professional competence areas**

- the ability to control the range and quality of goods and services, to assess their quality, diagnose defects and provide the necessary level of quality of goods and their preservation, effectively control the quality of goods and services, receipt and accounting of goods in quantity and quality;
- ability to manage trade and technological processes in the enterprise, to regulate the processes of storage, inventory, identify, and minimize material and labor resources, and take into account and write off losses;
- willingness to identify and meet the needs of buyers of goods, their formation with the help of marketing communications, ability to learn and predict the demand of consumers, to analyze marketing information, market environment, product market;
- the ability to identify the goods for the detection and prevention of fraud;
- ability to manage staff organization (enterprise), readiness for organizational management work with small groups;
- the ability to choose business partners, organize a business meeting, to conclude contracts and to monitor their implementation;
- ability to organize and plan logistics companies, the purchase and sale of goods;
- willingness to provide the necessary level of quality of trade service;
- willingness to analyze, assess and develop the organization's strategy;
- the ability to conduct research, including marketing, research in professional activity;
- ability to participate in the development of innovative methods, tools, and technologies in the field of professional activity (commercial, or marketing, or advertising, or logistics, or merchandising);
- ability to develop professional projects activities (commercial, technological and/or marketing and/or advertising and/or logistics processes) with the use of information technologies;
- willingness to participate in projects in the field of professional activity (commercial, or marketing, or advertising, or logistics, or merchandising);
- the ability to predict the business processes and evaluate their effectiveness;
- willingness to participate in the selection and formation of the supply chain and schemes of trade organizations, ability to manage logistics processes and to seek optimal logistics system.

### **Employment options of graduates**

Organizations of various forms of property, whether commercial, state and municipal.

Performers or leaders of various levels in the services of management personnel.

The bodies of state and municipal management.

Business (own business).

Business incubators, technology parks, investment funds.

### **Specializations within this programme**